

### Abstract

Selecting targeted advertisements to be presented to subscribers along with selected video in a video on demand (VoD) system. The targeted advertisements may be selected based on viewing characteristics, presence or absence of specific transactions, demographics, video selection, or some combination thereof. The selection of the ads may be performed by the set top box (STB) or by the VoD system. If the selection of the targeted ads is based at least in some part based on viewing characteristics, the STB will determine the characteristics of the subscriber by comparing the subscriber interactions to previously generated subscriber signatures that define subscriber traits over a plurality of viewing sessions. The system may either disable the fast-forwarding and skipping of the targeted ads or may present an alternative ad if the subscriber attempts to fast forward or skip the ad

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